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Dr. Keegan is the author or co-author of many books, including Global Marketing Management (7th ed., Prentice Hall, 2002), Global Marketing Management: A European Perspective (Financial Times/Prentice Hall, 2001), Marketing Plans That Work: Targeting Growth and Profitability (Butter-worth Heinemann, 1997), Marketing (2nd ed., Prentice Hall, 1996), Marketing Sans Frontiers (InterEditions, 1994 ...

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